

Mayor's Monthly Message: February 2022

In Florence, this is a time for celebration. I would like to give a heartfelt 'Thank You' for the accomplishments. First of all, to our many businesses and governmental agencies providing employment opportunities and contributing to our local economy. I sincerely appreciate your commitment to our town, hard work, and quality of services. To those who are serving in the capacity as a volunteer and in community groups, thank you for making our Town one of the best places for anyone to live and for enriching and enhancing the lives of others. Last, but not least, our Town of Florence employees, thank you for all that you do each and every day. Your dedication, loyalty, and hard work are very much appreciated. It is an honor to serve as your mayor.

The Downtown Events Assistance Program was created by the Florence Town Council to help support events hosted at Historic Downtown Florence, AZ or at Town facilities. The Town budgeted \$12,500 to assist with the Downtown Events Assistance Program. Applications for the 2022 Spring Events were due December 31, 2021. The Town received and approved the following applications for the following spring events:

	Event Organizer	Dollar Amount Requested	Anticipated Attendance
Rail Three Ranch Rodeo	Pecas Beebe	\$1,500	150 participants 1250 spectators
5 th Annual Memories on Main Car Show	Greater Florence Chamber of Commerce	\$3,000	4,000
Farmers Market	Greater Florence Chamber of Commerce	\$1,000	300+ per even 600 monthly 7,200 annually

Ernest Talks	Greater Florence Chamber of Commerce	\$1,000	150
Battle of the Bands	Keith Rea	\$1,000	Unknown
Florence Music Festival	Keith Rea	\$2,500	2,500-3,500
	TOTAL	\$11,500	16,250 + Potential Event Attendance

The Town of Florence partners with amazing community leaders. For example, the Smith family and the Town formed a partnership to restore the historic Cuen Building to new glory, while retaining its place within the historic fabric of Florence. Additionally, each year we partner with our beautiful Pinal County Historical Museum to host the Annual Historic Florence Home Tour, which brings in hundreds of people from near and far, to tour these beautiful buildings. We look forward to the 37th iteration of this tour, which will occur again on February 12, 2022.

Town staff has been hard at work to update and modernize our Historic Redevelopment Plan. Recently, the Town of Florence Community Development received the **Arizona Chapter of the American Planning Association: Best Revitalization and Redevelopment Project**. This plan provides a baseline to protect history, while enticing more business and residential activity within the redevelopment area. On October 25, 2021, we held another open house regarding the update to the Town of Florence General Plan. Our history is unique, and if we use it properly, can help to beautify and draw visitors to the rest of our community.

In a small town, we rely heavily on qualified people who are willing to go above and beyond and take on extra responsibilities. It is the efforts of the employees now that are keeping us successful and defining the pathway to future expansions within our departments. We are on the cusp of unprecedented growth and these employees will show us and report to us the best areas for us to grow internally. At this point, looking at the numbers a majority of our current workforce has given the town over ten years of service. We would not be at the position of growth right now without their experience and commitment.

We are also appreciative to those who choose to serve in our community. At this time, if you are interested in running for the Florence Town Council, here is the information provided by our Town Clerk, Lisa Garcia. "Florence will hold a Primary Election on Tuesday, August 2, 2022, for the purpose of electing three Councilmembers. A General Election will be held on Tuesday, November 8, 2022, if needed. A candidate for local office must be a qualified elector at the time of filing their nomination paper. Any such candidate must be 18 years of age or over. A candidate must be able to speak, write and read the English language. Candidates must also have resided in the Florence Town limits for at least one year preceding the election. Compensation for Councilmembers: \$650 per month. **Candidate packets are now available.** Packets may be obtained at the Town Clerk's Office, 775 N. Main Street, Florence, Arizona, 85132, Monday through Friday, 8 a.m. to 5:00 p.m. **Nomination papers may be filed with the Town Clerk no earlier than March 5, 2022, and no later than 5:00 p.m. on April 4, 2022.** To obtain additional information, or to schedule an appointment, contact Lisa Garcia, Town Clerk, at 520-868-7552."

In addition, we have availability on the Board of Appeals (2 positions) and Community Services Advisory Board (2 positions, 1 youth liaison). Applicants must be a qualified elector and at least 18 years of age. Applications can be picked up at Town Hall, 775 N Main St. and are available on the town website at <https://www.florenceaz.gov/boardsandcommissions>. If you would like more information, please call 520-868-7552.

In addition to this monthly message, you can find all town council meeting agendas and minutes at: <http://www.florenceaz.gov/town-council/> and our regularly scheduled meetings are the first and third Mondays, at 6 pm, at Town Hall in Florence, AZ. As always, if you have any questions or concerns, please feel free to reach out at Mayor@florenceaz.gov.

Sincerely,

Tara Walter
Mayor of Florence, AZ